



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2015

CA 2102 - WEB COMMERCE

Date : 20/04/2015

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

PART-A

Answer ALL the questions.

10 x 2 =20

1. What is E-commerce?
2. List out the different media of Web commerce.
3. List the secure transport protocols with the expansion of the acronyms.
4. What are the requirements of secure web commerce?
5. Who are the participants of Visa/MasterCard processing?
6. What is Multipurpose Internet Mail Extensions(MIME)?
7. Mention the types of risks?
8. How is data integrity and authenticity upheld?
9. Mention the three tasks performed by search engines.
10. What is electronic publishing?

PART-B

Answer ALL the questions.

5 x 8=40

11a) Explain the qualities which characterize a successful marketplace.

(or)

b) Explain various applications of Web Commerce.

12a) Describe open EDI.

(or)

b) Give explanation on SEPP.

13 a) What is dual signature? Explain

(or)

b) How does the e-mail work? Explain.

14 a) Explain public key encryption.

(or)

b) Write the dos and don'ts while creating passwords.

15a) Elucidate the internet revenue models.

(or)

b) Write short notes on electronic journal on the Web.

PART-C

Answer any TWO questions.

2 x 20 =40

16 a) Discuss the benefits of E-commerce.

b) Draw and explain the steps in EDI process.

17 a) Give the steps of credit card payment processing using Secure Electronic Transfer protocol.

b) Explain the various approaches of intruders.

18 a) Explain various categories of search engines.

b) Give the advantages and disadvantages of electronic publishing.
